

NPM 11: *Percentage of mothers who breastfeed their infants at hospital discharge.*

Annual Objective and Performance Data	Tracking Performance Measures (Sec 485 (2)(2)(B)(iii) and 486 (a)(2)(A)(iii))				
	2000	2001	2002	2003	2004
Annual Performance Objective	75.0	67.5	68.0	71.0	72.0
Annual Indicator	67.7	70.1	73.0	71.0	
Numerator	4,600	4,153	1,449	2,556	
Denominator	6,795	5,924	1,985	3,600	
Is Data Provisional or Final				Final	
	2005	2006	2007	2008	2009
Annual Performance Objective	74.0	75.0	76.0	77.0	77.5

Notes - 2002

Source: 2001 Mothers Survey, Ross Products Division. Numerator: Unweighted data. Denominator: Unweighted data. Data issues: Breastfeeding data are not recorded on the Wisconsin birth certificate or hospital discharge data; therefore, the data we report comes from the Ross Mothers Survey; an ongoing survey mailed to a representative sample of new mothers with infants 1 month, 2 months, etc. until 1 year old. The mother self-reports the type of milk her baby was fed in the hospital, at 1 week, in the last 30 days, and most often in the last week. The survey does not distinguish between exclusive and partial breastfeeding.

Notes - 2003

Source: 2003 Mothers Survey, Ross Products Division. Numerator: Unweighted data. Denominator: Unweighted data. Data issues: Breastfeeding data are not recorded on the Wisconsin birth certificate or hospital discharge data; therefore, the data we report comes from the Ross Mothers Survey; an ongoing survey mailed to a representative sample of new mothers with infants 1 month, 2 months, etc. until 1 year old. The mother self-reports the type of milk her baby was fed in the hospital, at 1 week, in the last 30 days, and most often in the last week. The survey does not distinguish between exclusive and partial breastfeeding.

Notes - 2004

Data for 2004 are not available until 2006.

a. Last Year's Accomplishments

NPM #11 Percentage of mothers who breastfeed their infants at hospital discharge. Impact on National Outcome Measures: The advantages of breastfeeding are indisputable and include nutritional, immunological and psychological benefits to both infant and mother as well as benefits to the community.

1. Performance Based Contracting--Direct Health Care Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, approximately 30% of the LHD selected objectives related to healthy birth outcomes through care coordination services. One LHD selected an objective of breastfeeding initiation for one month or more through care coordination. This agency reported that 74% of the women who received care coordination breastfed for at least one month. Another LHD together with their local breastfeeding coalition

sponsored an infant/child expo targeting the benefits of breastfeeding and increased awareness among attendees.

2. Statewide Breastfeeding Activities--Enabling Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2004, one LHD chose the peer mentoring program for the support of breastfeeding. The agency reported that an African American Breastfeeding Alliance representative has been attending the peer mentoring committee meetings. Peer mentoring programs have been found to be very effective at promoting and supporting breastfeeding, especially in disadvantaged and low-income populations.

The Title V funded agencies continue to coordinate breastfeeding activities with the WIC Program at a state and local level for pregnant women, mothers and infants. This includes referrals for care from WIC to the MCH program and from MCH to WIC.

3. Wisconsin Breastfeeding Coalition--Population-Based Services--Pregnant and the general public

The Wisconsin Breastfeeding Coalition continues to promote breastfeeding as the cultural norm through public education and awareness. The Coalition distributed fact sheets and sample policies promoting breastfeeding in communities. The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin project includes a public awareness campaign that aired on Milwaukee buses during the summer of 2004.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign--Infrastructure Building Services--Pregnant and breastfeeding women

The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin implementation plan outlined several infrastructure components that were in development in CY 2004 including a skin-to-skin brochure and presentation in collaboration with the Wisconsin Association of Perinatal Care and an interactive CD-ROM for employers to support breastfeeding women returning to the worksite. How To Support A Breastfeeding Mother -- A Guide for the Childcare Center was distributed to local breastfeeding coalitions.

Activities	Pyramid Level of Service			
	DHC	ES	PBS	IB
1. Performance Based Contracting	X			
2. Statewide Breastfeeding Activities		X		
3. The Wisconsin Breastfeeding Coalition			X	
4. Collaboration and Partnerships: Implementation of the Loving Support Campaign				X

b. Current Activities

1. Performance Based Contracting--Direct Health Care Services--Pregnant and breastfeeding women

As part of the performance based contracting process for CY 2005, approximately 30% of the LHD selected objectives related to healthy birth outcomes through care coordination services. A number of LHDs selected an objective of breastfeeding initiation and duration rates through care coordination, breastfeeding education, and postpartum breastfeeding support. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. A breastfeeding educator certification program will be held in Green Bay in August 2005

to increase the number of professionals that have additional training in breastfeeding promotion and support.

2. Statewide Breastfeeding Activities--Enabling Services--Pregnant and breastfeeding women

The peer counseling and mother-to-mother support programs are being promoted to LHDs and local breastfeeding coalitions. These programs are being promoted for use in populations where breastfeeding initiation is low (African American and Hmong) and to the general population where breastfeeding is low. By August 2005, at least 14 Hmong and Hispanic peer counselors will be trained in their native languages through the Bilingual Breastfeeding Peer Counselor Project.

3. Wisconsin Breastfeeding Coalition--Population-Based Services--Pregnant and the general public

Through the Loving Support Project, the 10 Steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the rate of breastfeeding success. The "Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin" project includes a public awareness campaign that will continue to be promoted to local media outlets.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign--Infrastructure Building Services--Pregnant and breastfeeding women

The WIC Breastfeeding Coordinator continues to serve as chair of the Wisconsin Breastfeeding Coalition (WBC) during CY 2005 and will work with the Nutrition and Physical Activity Grant to include/promote breastfeeding as strategy to prevent childhood overweight and will coordinate the strategic planning process with WBC to identify priorities for the future. WBC partners continue to partner in other groups such as the Hunger Task Force of Milwaukee and Mercury Free Wisconsin.

c. Plan for the Coming Year

1. Performance Based Contracting--Direct Health Care Services--Pregnant and breastfeeding women

LHDs will continue to focus efforts on healthy birth outcomes including increasing breastfeeding initiation and duration rates through prenatal breastfeeding education and postpartum breastfeeding support. Through the Loving Support Project, the 10 steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the care provided at the time of birth and improve the rate of breastfeeding success. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. The provision of breastfeeding information during pregnancy impacts the woman's decision to initiate breastfeeding.

2. Statewide Breastfeeding Activities--Enabling Services--Pregnant and breastfeeding women

The peer mentoring and the mother-to-mother support programs will be promoted to LHDs and local breastfeeding coalitions. The programs will be promoted for use in populations where breastfeeding initiation is low (African American and Hmong) and to the general population where breastfeeding duration is low. The development of local breastfeeding coalitions as well as the implementation of additional chapters of the African American Breastfeeding Alliance will be explored.

3. Wisconsin Breastfeeding Coalition--Population-Based Services--Pregnant and the general public

As the Loving Support plan is being implemented it is anticipated that a number of LHDs and breastfeeding coalitions will focus efforts on breastfeeding promotion and education campaigns.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign--
Infrastructure Building Services--Pregnant and breastfeeding

Continue to develop and implement the activities as outlined in the Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin plan. This includes work with employers and child care providers to focus efforts increasing duration of breastfeeding and exclusive breastfeeding.